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IN THE UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF CALIFORNIA

SAMBREEL HOLDINGS LLC; YONTOO LLC;
and THEME YOUR WORLD LLC,

Plaintiffs,

vs.

FACEBOOK, INC.,

Defendant.

Case No. 3:12-CV-00668-W-KSC

**DECLARATION OF ROBERT KLINCK IN
SUPPORT OF MOTION FOR
PRELIMINARY INJUNCTION**

Hon. Thomas J. Whelan

Hearing Date: April 23, 2012
Hearing Time: 10:00 a.m.
Dept: Courtroom 7

DECLARATION OF ROBERT KLINCK

I, Robert Klinck, declare as follows:

1. I am one of the attorneys representing Sambreel Holdings LLC, Yontoo LLC, and Theme Your World LLC.

2. Exhibit 1 to Sambreel's Notice of Lodgment is a true and correct copy of excerpts from the Form S-1 filed with the United States Securities and Exchange Commission by Facebook, Inc. on February 1, 2012. This document was downloaded on March 16, 2012.

1 3. Exhibit 2 to Sambreel's Notice of Lodgment is a true and correct copy of an article
2 published by Adweek entitled "Data Points: Social System Facebook is still the biggest social network,
3 but its growth has spawned many smaller options," which is dated February 7, 2012. This article is
4 available at: [www.adweek.com/news/advertising-branding/data-points-social-system-](http://www.adweek.com/news/advertising-branding/data-points-social-system-137981?utm_source=twitterfeed&utm_medium=twitter)
5 [137981?utm_source=twitterfeed&utm_medium=twitter](http://www.adweek.com/news/advertising-branding/data-points-social-system-137981?utm_source=twitterfeed&utm_medium=twitter).

6 4. Exhibit 3 to Sambreel's Notice of Lodgment is a true and correct copy of a press release
7 by Experian Hitwise entitled "Facebook was the top search term for third straight year," which is dated
8 December 21, 2011. This press release is available at: [http://www.experian.com/hitwise/press-release-](http://www.experian.com/hitwise/press-release-facebook-was-the-top-search-term-for-2011.html)
9 [facebook-was-the-top-search-term-for-2011.html](http://www.experian.com/hitwise/press-release-facebook-was-the-top-search-term-for-2011.html).

10 5. Exhibit 4 to Sambreel's Notice of Lodgment is a true and correct copy of a weblog
11 entitled "10 Key Statistics about Facebook," which is dated February 2, 2012. This weblog is available
12 at: http://weblogs.hitwise.com/heather-dougherty/2012/02/10_key_statistics_about_facebo_1.html.

13 6. Exhibit 5 to Sambreel's Notice of Lodgment is a true and correct copy of a report by
14 comScore entitled "U.S. Digital Future in Focus 2012," which is dated February 9, 2012. I downloaded a
15 copy of this document in February 2012. The document is available for download at:
16 [http://www.comscore.com/Press_Events/Presentations_Whitepapers/2012/2012_US_Digital_Future_in_](http://www.comscore.com/Press_Events/Presentations_Whitepapers/2012/2012_US_Digital_Future_in_Focus)
17 [Focus](http://www.comscore.com/Press_Events/Presentations_Whitepapers/2012/2012_US_Digital_Future_in_Focus).

18 7. Exhibit 6 to Sambreel's Notice of Lodgment is a true and correct copy of a press release
19 by comScore entitled "U.S. Online Display Advertising Market Delivers 1.1 Trillion Impressions in Q1
20 2011," which is dated May 4, 2011. This document is available at:
21 [http://www.comscore.com/Press_Events/Press_Releases/2011/5/U.S._Online_Display_Advertising_Mar](http://www.comscore.com/Press_Events/Press_Releases/2011/5/U.S._Online_Display_Advertising_Market_Delivers_1.1_Trillion_Impressions_in_Q1_2011)
22 [ket_Delivers_1.1_Trillion_Impressions_in_Q1_2011](http://www.comscore.com/Press_Events/Press_Releases/2011/5/U.S._Online_Display_Advertising_Market_Delivers_1.1_Trillion_Impressions_in_Q1_2011).

23 8. Exhibit 7 to Sambreel's Notice of Lodgment is a true and correct copy of a press release
24 by comScore entitled "Americans Received 1 Trillion Display Ads in Q1 2010 as Online Advertising
25 Market Rebounds from 2009 Recession," which is dated May 13, 2010. This document is available at:
26 [http://www.comscore.com/Press_Events/Press_Releases/2010/5/Americans_Received_1_Trillion_Displa](http://www.comscore.com/Press_Events/Press_Releases/2010/5/Americans_Received_1_Trillion_Display_Ads_in_Q1_2010_as_Online_Advertising_Market_Rebounds_from_2009_Recession)
27 [y_Ads_in_Q1_2010_as_Online_Advertising_Market_Rebounds_from_2009_Recession](http://www.comscore.com/Press_Events/Press_Releases/2010/5/Americans_Received_1_Trillion_Display_Ads_in_Q1_2010_as_Online_Advertising_Market_Rebounds_from_2009_Recession).

1 9. Exhibit 8 to Sambreel's Notice of Lodgment is a true and correct copy of a screenshot of a
2 page on Facebook's website entitled "Advertising Providers on Facebook Platform." I created this
3 screenshot on March 3, 2012. The web address for this page is:
4 <http://developers.facebook.com/adproviders/>.

5 10. Exhibit 9 to Sambreel's Notice of Lodgment is a true and correct copy of a screenshot of a
6 page on Facebook's website entitled "Facebook Advertising Guidelines." I created this screenshot on
7 March 15, 2012. The web address for this page is: http://www.facebook.com/ad_guidelines.php.

8 11. Exhibit 10 to Sambreel's Notice of Lodgment is a true and correct copy of a screenshot of
9 a page on Facebook's website entitled "Platform Terms for Advertising Partners." I created this
10 screenshot on March 3, 2012. The web address for this page is:
11 http://developers.facebook.com/ad_provider_terms/.

12 12. Exhibit 22 to Sambreel's Notice of Lodgment is a true and correct copy of excerpts from
13 an article by David S. Evans entitled "The Online Advertising Industry: Economics, Evolution, and
14 Privacy." The article is available at: <http://www.intertic.org/Policy%20Papers/EvansEOAI.pdf>.

15 13. Exhibit 23 to Sambreel's Notice of Lodgment is a true and correct copy of a report
16 prepared by the Interactive Advertising Bureau entitled "IAB Platform Status Report: User Generated
17 Content, Social Media, and Advertising – An Overview," which is dated April 2008. This document is
18 available at: http://www.iab.net/media/file/2008_ugc_platform.pdf.

19 14. Exhibit 24 to Sambreel's Notice of Lodgment is a true and correct copy of a report created
20 by the CMO Survey entitled "Highlights and Insights," which is dated February 2012. The report is
21 available for download at: <http://cmosurvey.org/results/>.

22 I declare, under penalty of perjury, that the foregoing is true and correct to the best of my
23 knowledge.

24 Executed this 16th day of March 2012, at Washington, D.C.

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27 Robert Klinck
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